

# Pet Supply Industry on Lookout for a Boom Year

By REYNOLDS KNIGHT  
America has become such an affluent society during the past decade that a high proportion of its citizens qualify for the "man who has everything" tag. Now, with personal incomes and purchasing power continuing to rise, we may soon be hearing suggestions for "the family pet who has everything!"

Manufacturing of foods and equipment, even including toys, for pets has become a bustling and prosperous industry, with total annual sales volume estimated at \$750 million. A recent trade show for pet suppliers left little doubt that continuing growth lies ahead.

(The \$750-million figure does not include dog and cat food specifically, though it does cover food for birds, fish and the like—plus trappings and equipment for all types of pets.)

One category of pets that has become especially sophisticated (and it's expensive, too) is tropical fish. New-product offerings for the nation's 20-million lovers of these tiny creatures include food pellets that embody protein and vitamins, and an underwater vacuum cleaner to keep the tank clean.

Dogs and cats continue to do

nically, the pet industry says. Volume in supplies for these creatures is expected to increase by at least 10 per cent this year.

**CHRISTMAS SWEEPSTAKES**—Market researchers at the Bulova Time Center, New York, who have an understandable interest in the nation's consumer buying trends, advise that youngsters between 10 and 19 have a one-in-six chance of receiving a new watch for Christmas. They estimate nearly 10 million timepieces will be bought as Christmas gifts this year. About half will go to boys and girls in the 10-19 age bracket, which totals 31 million.

Bulova itself, the nation's largest manufacturer of jeweled-lever timepieces, anticipates "greater sales and earnings for the fiscal year" if the present pace of business volume holds up, according to Gen. Omar N. Bradley, chairman of the board. He noted recently that forecasts of future orders are such that production of the company's Accutron electronic timepiece during the second half of this year has been scheduled at a rate six times greater than during the same period last year.

Bulova, long a producer of medium-priced watches, brought out the higher-priced Accutron in 1961 and last year entered the economy-priced market with an entire new line of jeweled-lever "Caravelle" watches. These are priced from \$10.95 to \$29.95, an important factor in the U.S. market where 70 per cent of the watches sold cost less than \$30.

consumers in North America and Europe this year.

**BITS O' BUSINESS**—Department store sales in the nation are running about four per cent ahead of the like period, thanks to gains that ran as high as seven per cent in some areas during July. . . . A serious shortage in supplies of widely-used red salmon is expected to push the price for that seafood up sharply; the current year's catch was hurt by a fisherman's strike . . .

## Law In Action

A trial with many surprises makes a good story on T.V. or in the movies. But surprise is not always the best way to get justice.

And so California law and courts have been moving away from the "game" or "sporting" theory of a trial towards a cards-face-up theory.

Since 1957 new rules of "discovery" have taken many surprises out of our trials. The rules allow each side to find out before trial what is likely to take place at the trial to speed up court business, prevent perjury and fraud, and encourage out-of-court settlements.

**UNDER** discovery rules all parties can be made to tell the other what they know before the case goes to trial. They do this by calling for the answers to questions, written or spoken. When these facts come out both parties often decide to settle then and there, without any trial.

Recently our courts enlarged the use of discovery to permit broad questioning of witnesses and inspection of documents on each side, such as accident reports, statements to insurance adjusters, reports to medical and hospital records and the like.

**WITHIN WIDE** limits the court can permit or deny one side or the other to ask questions or inspect records. It may deny "fishing expeditions" to look into all affairs of one party. The facts sought must bear upon the case.

In criminal cases, the law limits the scope of discovery. But the district attorney must produce the defendant's police and grand jury statements. His lawyer can read his statements in preparing for the trial.

**USUALLY** the accused also has a right to know the prosecuting witnesses and names of informers. He must make his own investigation, that is, he cannot look at the district attorney's investigation to try his case.

In a criminal case the defendant may refuse to talk or turn over evidence his lawyer may not want to use in the trial. Anything the district attorney asks the defendant might incriminate him.

So, under our Constitution, he need not answer such questions. Of course if he answers some questions, he may well have to answer other related questions.

**TO WAX OR NOT?**—That's no longer a question for car owners who heed the advice of auto makers. Claims that waxing is seldom if ever needed, which accompanied the arrival of acrylic and super-enamel finishes a few years ago, are being abandoned.

A. F. Buckman, research and development vice president for Johnson's Wax, notes that "happily, makers of car care products and the car manufacturers themselves finally seem to agree that although the new auto finishes are great improvements, they still need cleaning and waxing or polishing."

The 1963 owner manuals of the car companies generally suggest use of waxes or polishes, he said. Here's what one manual says on the subject:

"Calcium chloride and other salts, road oil and tar, tree sap, chemicals from factory chimneys and other foreign matter may damage any known automobile finish if allowed to remain in contact with the paint. Prompt washing may not thoroughly remove these deposits, particularly in areas where exposure conditions are severe. Properly applied polishes and waxes . . . will provide the best protection to your car."

**THINGS TO COME**—For the home gardener: fertilizer in the form of sticks that give off nitrogen, phosphorus and potash for a month after they're placed in the ground is being distributed by a Minnesota firm . . . A versatile item for boat owners is a hollow boat fender that contains a liquid bilge cleaner inside, and also can be used as a marker buoy can—in an emergency—a life preserver . . . No charcoal is needed with a new rotisserie that operate with an infra-red electric-powered heating element. The price is about \$35.

**BUSY ESKIMOS**—North American Eskimos, whose native habitat is too forbidding to allow brisk business in curios for tourists, have moved ahead with the help of Canada's government to enter their products in world trade. Working through cooperatives, they hope to sell well over \$1 million worth of such items as muskrat mittens and parkas and hats made of seal fur to

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Cut-up . . . 29¢

**7-BONE CHUCK ROAST** 39¢ lb

CHUCK STEAK 49¢ lb

O-BONE ROAST 49¢ lb

GROUND BEEF . . . 3 lbs. \$1

BEEF CROSS RIBS 49¢ lb

BONELESS SWISS STEAK 79¢ lb

OSCAR MAYER WIENERS 49¢

BEEF  
**CHUCK ROAST**

**33** lb

HILLS BROS.

**COFFEE**  
LB. CAN  
**57**¢

CENTRAL AMERICAN  
**BANANAS** .10¢ lb

CAMPBELL'S TOMATO SOUP

10 FOR \$1

SKIPPY DOG FOOD

12 FOR \$1

LARGE BOTTLE  
**WESSON OIL**

**25**¢

VAN CAMP'S PORK & BEANS  
4 for \$1

PICKLE BARREL PICKLE & PEPPERS  
4 for \$1

LARGE GRADE AA

**EGGS**  
DOZ.  
**39**¢

FOREMOST PREMIUM  
**ICE CREAM**  
1/2 Gallon  
69¢

ROSARITA REFRIED BEANS  
No. 2 1/2 Cans  
4 for \$1

PRODUCE SPECIALS

WHITE ROSE Potatoes 10 lbs. 29¢

LARGE RED RIPE WATER-MELON 2 1/2 lb 2.95

GREEN ONIONS or RADISHES . . . . 5¢

NABISCO — REG. 49¢ Pecan Short Bread 2 FOR 89¢ and Chip-its

FOREMOST BUTTER Grade AA 67¢ lb  
ICE CREAM Big Dip 1/2 Gallon 49¢  
ICE CREAM 1/2 Gallon Family Style 65¢

SPRINGFIELD AND HOME-MADE STYLE

**BREAD**  
**5** \$1 for 1

HORMEL'S LUNCHEON MEAT

**SPAM**  
12-OZ. TIN  
**39**¢

PUREX BLEACH GAL. 55¢

NESTLE'S QUIK 2-lb. Box 79¢



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